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The Salesforce Certified Marketing Cloud Consultant certification is ideal for professionals who have experience in digital marketing, email marketing, and marketing automation. It is also suitable for those who work as marketing consultants or managers and want to expand their knowledge of the Marketing Cloud platform. By earning this certification, individuals can demonstrate their expertise in the Marketing Cloud platform and increase their career opportunities in the field of marketing.

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Salesforce Marketing-Cloud-Consultant Certification Exam is a valuable certification for professionals who want to advance their careers in the field of marketing automation. It helps individuals showcase their skills and knowledge in Salesforce Marketing Cloud to potential employers. Salesforce Certified Marketing Cloud Consultant certification also helps professionals gain recognition in the industry and opens up new job opportunities.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q79-Q84):

NEW QUESTION # 79
Scenario: Northern Trail Outfitters (NTO) is migrating to a single global Marketing Cloud instance and needs to determine the appropriate number of Business Units (BUs) to purchase.
Which three factors should be considered before finalizing the number of business units they need to purchase?

(Choose 3 answers)

- A. Number of Marketing Cloud users
- B. Number of brands/geographies which NTO operates
- C. Number of Sales Cloud sandboxes
- D. If testing/development business unit(s) are required
- E. If data/content needs to be segregated between brands/geographies

Answer: B,D,E

Explanation:
The correct answers are A, C, and D, because:
When planning the number of Business Units (BUs) for a Marketing Cloud Enterprise 2.0 account, Salesforce recommends evaluating organizational structure and data/content needs carefully. Business Units help segment marketing assets, contacts, and campaigns, often aligned to brands, regions, or departments.
According to Salesforce official documentation:
"When considering the number of Business Units needed, important factors include:
* Number of brands, products, or regions that require separate marketing efforts.
* Requirements to separate data and content between business units (for security, branding, or operational independence).
* The need for dedicated development or test environments within Marketing Cloud." (Source: Salesforce Marketing Cloud Implementation Guide - Business Unit Planning) Let's break it down:
#A. Number of brands/geographies which NTO operates
* Different brands or regions often need separate BUs to manage independent marketing strategies, content, and contacts.
#C. If testing/development business unit(s) are required
* It's a best practice to have separate BUs for development and testing purposes to avoid interfering with live sends.
#D. If data/content needs to be segregated between brands/geographies
* When different teams or brands should not have access to each other's customer data or assets, separate BUs ensure proper data governance and security.
Why the other options are incorrect:
* #B. Number of Sales Cloud sandboxes:
* The number of Sales Cloud sandboxes is irrelevant to how many BUs you need. BUs are for organizational segmentation, not related to sandbox environments.
* #E. Number of Marketing Cloud users:
* User count affects licensing and access management but does not drive the number of BUs needed.
Additional official note from Salesforce:
"Use Business Units to separate marketing activities by division, brand, or region. Business Units are not determined by the number of users or CRM sandboxes." (Source: Salesforce Help - Enterprise Account Structure Overview) Thus, the correct choices are A, C, and D.

NEW QUESTION # 80
The ABC Company marketing team is launching a new email campaign. ABC Company's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.
Which three items will Validate check in an email message? (Choose three.)

- A. Words or phrases used may trigger spam filters.
- B. Correct syntax is used on any AMPscript in the emails code.
- C. Each content area specified in a dynamic content rule exists.
- D. Personalization strings map to attributes or data extension fields.
- E. Grammar and spelling in the email text is correct.

Answer: B,C,D

NEW QUESTION # 81
what storage model should be used if a subscriber has more than one value for an attribute?

- A. Publication Lists
- B. Lists
- C. Profile Attribute
- D. Data Extensions

Answer: C

NEW QUESTION # 82

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP),
They send regularly 300,000 What should they be aware of with respect to sender reputation?

- A. They should send at least 250,000 messages per month to maintain their sender reputation.
- B. They should have one dedicated IP address for every 100,000 messages send per month.
- C. They should have one SAP for transactional sends and another for commercial sends.
- D. They should have a shared IP since their volume is under 500,000 messages per month.

Answer: A

NEW QUESTION # 83

A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0
account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to
separate subscriber opt-outs of the Enterprise and children's brands.
The customer has minimal technical resources available for implementation and support.
What should a consultant recommend to meet these criteria?

- A. Select "Use separate 'Subscription Center' for this business unit" in Settings
- B. Select "Subscribers will be unsubscribed from this business unity only" in Settings
- C. Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes
- D. Create attributes for each child business unit in "Profile Management" to record unsubscribes

Answer: B

Explanation:
Explanation
To separate subscriber opt-outs of the Enterprise and children's brands, Northern Trail Outfitters should select
"Subscribers will be unsubscribed from this business unity only" in Settings for each child business unit. This will allow subscribers to
unsubscribe from one brand without affecting their subscription status for another brand. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5

NEW QUESTION # 84

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